

**Recap of June 16, 2004, Meeting  
Government Access and Information Committee  
12:00pm Room 206 County/City Building**

**Attendees:** Rod Armstrong, Gwen Thorpe, Michelle Zuhlke, Trish Owen, Brian Pillard, Terry Lowe, Don Herz

**Approval of Minutes,**

*There was no quorum so May minutes were held over for approval at the next meeting.*

**Statistics**

*The numbers are still good. There is a little bit of a downward slide due to summer time but looking back at some of the previous years they show a little dip during these months also. The numbers are still sizable and we are still collecting money on ePayments.*

**ePayments**

*The amount collected in ePayments is very seasonable. The dollars are very close to where they are in the past.*

**Cross Promotional Contracts/Bus Signs,**

*Terry and Diane have been working together on the media signs and cross promotional contracts. Terry has been working on the bus signs and the media spots. Before Diane left on vacation, July 8, 2004 was the targeted date for the media announcement which will be made by the Commissioners and Mayor. All of the commercials will be done and ready to be put into production by this date. Diane will have to coordinate with the Commissioners Office about the best time for a media presentation. Terry passed out examples of what the bus signs will look like to the members. We are working now on getting a flier together to put in the water bills. Part of the promotional contract with Cablevision is a 115,000 mass mailing and then another mailing they do in their billing so these will be inserted in those. We have wrapped one bus completely, front, back and sides. The buses go on a different route every day, so what we found out is to get the best exposure is to let it circulate through the cycle of every neighborhood and it comes downtown 19 times a day. We also ordered 100 internal signs, which will put two signs inside 50 buses. We have ordered five sets of all sizes of these signs so whenever a slot opens up in a front or a tail those will be placed in there. Part of our partnership agreement is that there would be placards on the buses. Along with our mailings, which is pretty much completed, everything that we said we would have to do is complete. One of the things we will be doing is working with the newspaper to get some ads going. When they have some free space, they said they would put in an InterLinc ad. We are going to try and get a news story out about the same time as the press release so there will be something in the paper, the radio and the TV at the same time. We have reviewed the media spots from 10/11 and it appears those should turn out okay. We still do not know who the actors are but it basically shows someone standing in line and looking at their watch, and then an announcer will say "Tired of standing in line? Get online with InterLinc" and there is a catch phrase at the end that says "It's your government, it's your time." All four radio stations, 12 times a day for an extended period of time, will run the same advertisement.*

**Secured Sign-on,**

*The secured sign-on is a little over 90% tested. This is where people will be going into the services that are for registration only type of things. The biggest will be online employment applications where all the jobs and all the applications will be tracked. This is the same place that citizens will access Deeds images. There will be a growing list of things that people will want to register for. Chris has tested it out and it works fine, however, we still need to connect the engine to the different applications because we want to*

*draw off of the registration profile so that when they apply for a job it can grab certain elements off the registration profile, like the name and address.*

### **Keyword Search/WAC,**

*The keyword search is completed, tested and all web assistants were emailed with its capabilities and some documentation and suggestions on how to use it. We thought this was the best way to get the information out quick, however, we really do need to get with the Web Assistants to do more face to face training. We needed to get it out there because we received a complaint from the Mayor's office about how bad the search was. They wanted to turn it off until the keyword search was ready. The key to this working is having everyone contribute to it and put in reasonable keywords. It does have a feature that will allow for misspellings. We want to use more targeted keywords, so we built a database, we put 90 keywords in it. There are priorities in the keywords, especially the reserved words. If you type in a keyword and there is only one match, it will take you directly to that page. There has been some contribution by different departments regarding what keywords they want to use. It allows for synonyms, so you can allow for related words like "pothole" "chuckhole." There is now a database that web assistants can populate with keywords, synonyms and misspellings. This is something people can contribute to and police themselves. There is a little bit of an educational curve, like if you have a set of related pages but you only want to use one keyword for people to get to them, then build a separate little index page that will come up when people type in the keywords.*

*Terry received an email from a department head that asked why we did not have all the meetings that take place in the calendaring system. Terry and Doug talked about this and their fear is we gave the web assistants the ability to go in and add their dates and times and categorized the group and put them on a calendar or just show me all of the County Commissioners meetings, click and a list would come up for a whole years worth of meetings. This individual identified about half a dozen different public that are not in the list of public meetings. Terry responded that we have provided the tools but we have not authority to make people use it. Terry thinks what we are going to try to do, since we have the new keyword facility and there are some areas that we could do a better job, is we are going to try to pull together the web assistants to meet for a half a day retreat so that we can give them a quick tutorial on how each of these areas work.*

### **Convenience Fees,**

*We have been in good graces with the County Treasurer for sometime about having \$30 fees on property tax collections. Wells Fargo started complaining they were not making any money on this and so we met with Wells Fargo and their representatives and they are promoting a group called "EPOS," which is a Versign type clearing house for Wells Fargo. Chris and Terry have been going through the material and just last week all of the documents were signed and they shipped us the documentation on how their web services engine works. We are going to be working on getting this running, they do offer IVR along with the four credit cards. It is only for the Treasurer's Office they will allow us to do a flat percentage, everything else has to still be done on case by case flat fees. The Treasurer's Office will have a 2 ½ percent fee.*

### **Other Business,**

#### **Convenience Fees,**

*It was mentioned that over the next fiscal year we should start looking at a cost benefit analysis for the next budget session to start justifying paying the convenience fees. Online payments would increase if convenience fees go away. The problem is there is no one way of looking at this because it is going to vary from application to application. When it comes to parking tickets, people will probably pay the 37 cents to mail it in rather than the \$1 to pay it online. On the other hand, the State just rolled out the Court Record Searches and they are coming out of the woodwork to pay for something that used to be free because of the convenience. We need to work on a way to increase the volume of people who pay their water bills and parking tickets online. Most people deal with*

*government because they have to however, there is a lot of public information that is commercially valuable to businesses and generally speaking they will be willing to pay for the convenience of getting it from their office. Currently, all of the online applications we are developing are public ones and we do not have a targeted area of business that is willing to pay for access to information.*

**District Court Imaging,**

*District Court has moved to imaging their documents. Currently, it is only used in house and before it can be used by the public several issues regarding privacy will have to be addressed.*

**Next Meeting,**

*July 21, 2004*